

Form PTO 1449  
(Modified)U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICEATTY DOCKET NO.  
209745US25XCONT  
Client Ref: OBSP/5R-GARDSERIAL NO.  
NEW APPLICATION  
09/893975

## LIST OF REFERENCES CITED BY APPLICANT

APPLICANT

WILL H. GARDENSWARTZ ET AL

FILING DATE

6-29-01  
HEREWITH

GROUP

UNKNOWN

18903 U.S. P.  
09/893775

06/29/01

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
AA		5,948,061	09/07/99	Merriman et al.			
AB							
AC							
AD							
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## FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	TRANSLATION YES	NO
AO						
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AW	
AX	
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AZ	

Examiner

Date Considered

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<i>DL</i>	AA	6,076,068	06/13/00	DeLapa et al			
<i>DL</i>	AB	6,076,069	06/13/00	Laor			
<i>DL</i>	AC	5,515,270	05/07/96	Weinblatt			
<i>DL</i>	AD	5,907,830	05/25/99	Engel et al			
<i>DL</i>	AE	5,909,023	06/01/99	Ono et al			
<i>DL</i>	AF	5,970,124	10/19/99	Csaszar et al			
<i>DL</i>	AG	5,974,396	10/26/99	Anderson et al			
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<i>DL</i>	AW	IntelliQuest Looks For Interaction With Loyalty, Web Traffic Programs, Electronic Advertising & Marketplace Report, Lexis-Nexis, October 20, 1998.
<i>DL</i>	AX	IntelliQuest and CoolSavings Offer Innovative Online Customer Relationship Management Program for Technology Vendors, Business Editors & Technology Writers, Lexis-Nexis, September 30, 1998
<i>DL</i>	AY	In This Computer Age, Who Needs Coupons?, The New York Times, June 15, 1989
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Examiner

Date Considered

7-6-13

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DL	AA	5,848,396	12/08/98	Gerace			
DL	AB	5,761,648	06/02/98	Golden et al.			
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DLV	AB	5,806,044	09/08/98	Powell			
DLV	AC	5,857,175	01/05/99	Day et al.			
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Client Ref: OBSP/5R-GARDSERIAL NO.  
~~NEW APPLICATION~~  
09/843775

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DLI AAB 2nd Net Bank Opens for Business, John Fontana, Dialog Business Wire, 1996.

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NEW APPLICATION  
097843775

## LIST OF REFERENCES CITED BY APPLICANT

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WILL H. GARDENSWARTZ ET AL

FILING DATE

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<i>BL</i>	AA	5,283,731	02/01/94	Lalonde et al			
<i>BL</i>	AB	5,649,114	07/15/97	Deaton et al			
<i>BL</i>	AC	5,855,008	12/29/98	Goldhaber et al			
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<i>BL</i>	AO	DE 196 41 092 A 1	04/09/98	Germany		X
<i>BL</i>	AP	WO 97/12486	04/03/97	WIPO	X	
	AQ	EP 0 822 535 A2	02/04/98	Europe	X	
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	AS					
	AT					
	AU					
	AV					

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	AX	
	AY	
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Examiner

*[Signature]*

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7-6-03

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## Notice of References Cited

Application/Control No.

09/8937X

Applicant(s)/Patent Under  
Reexamination  
GARDENSWARTZ ET AL.

Examiner

Art Unit

Page 7 of 9

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*		DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	DOCUMENT SOURCE **	
							APS	OTHE
<input checked="" type="checkbox"/>	A	6,055,573	Apr. 2000	Gardenswartz et al.	709	224	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	B	5,970,469	Oct. 1999	Scroggie et al.	705	14	<input type="checkbox"/>	<input type="checkbox"/>
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## FOREIGN PATENT DOCUMENTS

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## NON-PATENT DOCUMENTS

*		DOCUMENT (Including Author, Title Date, Source, and Pertinent Pages)	DOCUMENT SOURCE **	
			APS	OTHER
<input type="checkbox"/>	U		<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	V		<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	W		<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	X	<i>Robert J. Popoff 6 January 2001</i>	<input type="checkbox"/>	<input type="checkbox"/>

\*A copy of this reference is not being furnished with this Office action. (See Manual of Patent Examining Procedure, Section 707.05(a).)

\*\*APS encompasses any electronic search i.e. text, image, and Commercial Databases.

U.S. Patent and Trademark Office

PTO-892 (Rev. 03-98)

Notice of References Cited

Part of Paper No. 8

7-6-03

Form PTO 1449  
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PATENT AND TRADEMARK OFFICE

ATTY DOCKET NO.

SERIAL NO.

NEW APPLICATION

LIST OF REFERENCES CITED BY APPLICANT

APPLICANT

Will H. GARDENSWARTZ, et al.

FILING DATE

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GROUP

UNASSIGNED

## U.S. PATENT DOCUMENTS

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PLV	AB	5,249,044	09/28/93	Henry VON KOHORN			
PLV	AC	5,285,278	02/08/94	Michael J. HOLMAN			
PLV	AD	5,287,181	02/15/94	Michael J. HOLMAN			
PLV	AE	5,380,991	01/10/95	Luis VALENCIA, et al.			
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PLV	AO	WO 98/15907	04/16/98	WIPO	XXX	
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U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE

SERIAL NO.

NEW APPLN.

GROUP ART  
UNIT

UNKNOWN

ATTACHMENT  
TO PAPER NO.

14

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APPLICANT(S)

Gardenswartz et al

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EXAMINER

V. Vu

DATE

November 18, 1999

Form 892ccs2106b

\* A copy of this reference is not being furnished with this office action.  
(See Manual of Patent Examining Procedure, section 707.05(a).)